Let us tell you more about the amazing things we do.

Terra Charge



Terra Charge

Japan's No.1 EV Charging service.

Welcome to Terra Charge, a leading innovator in electric vehicle charging solutions, committed to powering sustainable mobility with cutting-edge technology and seamless user experiences.

Self-introduction

- Faculty of Commerce, Waseda University
- MBA degree, Keio Graduate School
- Worked overseas such as Vietnam, the UK, the Netherlands, Brazil, Chile, Argentina（6 years）

- South America Director at Terra Drone (in 2018)
- Board Director Terra DX Solutions（in 2021）
- Board Director Terra Motors（in 2023）

About Terra Motors

Company Profile

- **Foundation** April, 2010
- **Capital** 1.9 Billion JPY (approx. 14 million USD)
- **Representative** Toru Tokushige (Founder and chairman)
  Akihiro Ueda (CEO)
- **Address** 2-16-1, Shinbashi, Minato-ku, Tokyo
- **Business** E-Mobility business,
  Connected E-Mobility platform business
- **Employee** 220 (Japan 50, India 170 / As of Oct 2022)
- **Overseas bases** India, Nepal, Taiwan

Our Products







「2020年近未来予測」MOVIE　第1回

日本発、グローバルメガベンチャーを目指すテラモーターズ。 世界で成功する新しいかたちとは？

経営　キャリア　経営者インタビュー

徳重 徹氏

テラモーターズ株式会社 代表取締役

TERRA MOTORS

TERRA CHARGE



4,700 units installation in a year (Japan No1)

TERRA MOTORS

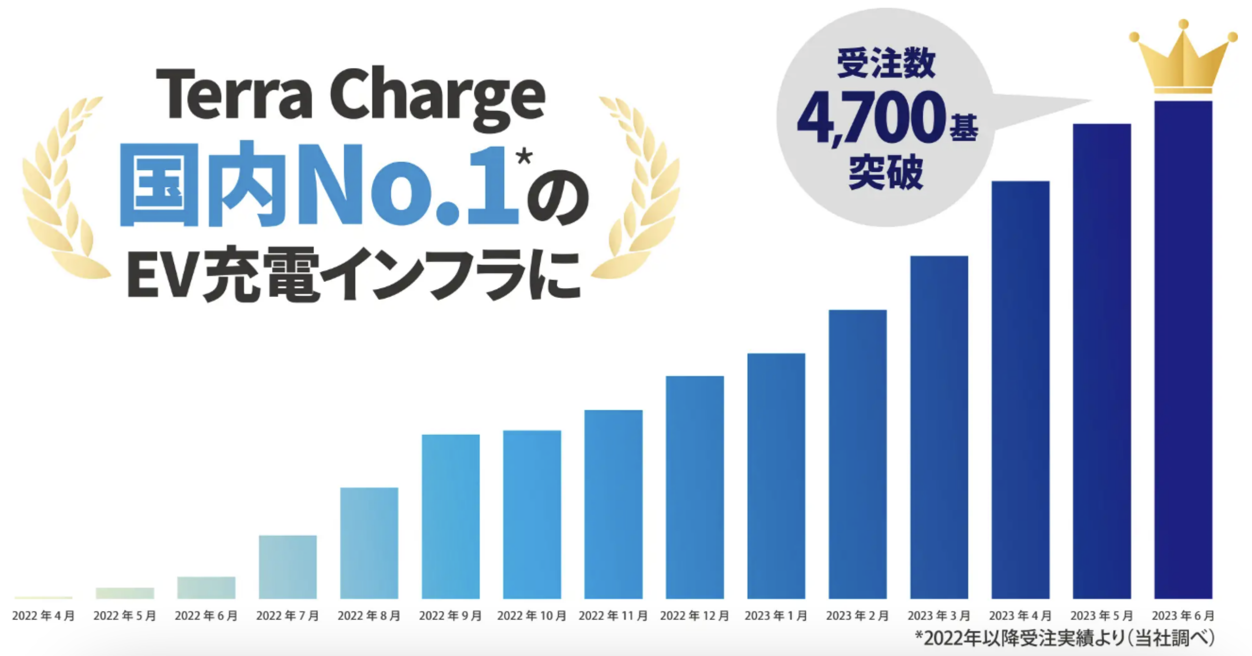
EV充電インフラ「Terra Charge」、国内No.1*の累計受注4,700基突破

事業スタートー14カ月で達成

Terra Motors株式会社

2023年6月27日 08時00分

EVをもっと身近にすることを目指してEV充電インフラ「Terra Charge」を提供するTerra Motors株式会社（本社：東京都港区、取締役会長：徳重徹 / 代表取締役社長：上田晃裕、以下、テラモーターズ）は、2022年4月の「Terra Charge」事業立ち上げより、EV充電インフラの累計受注基数が4,700基を突破し、国内No.1*のEV充電インフラとなったことをお知らせいたします。



Fund raising, 30M USD from big companies in 2023

EV 充電インフラの Terra Motors、総額 40 億円のシリーズ C 資金調達実施

EV 充電インフラサービス企業として国内で圧倒的 No1 を目指す

EV をもっと身近にすることを目指して EV 充電インフラ「Terra Charge」を提供する Terra Motors 株式会社（本社：東京都港区、取締役会長：徳重徹 / 代表取締役社長：上田晃裕、以下、テラモーターズ）は、シリーズ C ラウンドで総額 40 億円の資金調達を実施したことを発表いたします。大阪ガス株式会社を始めとし、株式会社アイシン、東京センチュリー株式会社、住友三井オートサービス株式会社を引受先とした第三者割当増資等により資金調達を実施しました。



Started in India

TERRA MOTORS



GLOBAL EXPANSION



OUR EV CHARGING BUSINESS

April 2022- Terra Charge commenced its EV charging infrastructure in Japan, marking the initiation of its global presence.

June 2023- Within just over a year, Terra Charge achieved a significant milestone by becoming the No. 1 EV charging infrastructure provider in Japan, installing an impressive 4,700 Charging units.

October 2023- Expanding its reach, Terra Charge extended its services to India, reinforcing its commitment to promoting sustainable transportation solutions in the country.

November 2023- Thailand became the next country to benefit from Terra Charge's EV charging infrastructure, adding another location to its growing network.

December 2023- The company continued its global expansion by introducing EV Charging infrastructure in Indonesia, contributing to the development of sustainable and eco-friendly transportation options in the region.

Terra Charge will impact Southeast Asia such as Grab in 2030



2012年	6月	マレーシアでタクシー予約アプリ「MyTeksi（マイテクシ、現：グラブタクシー）」を開始
2014年	7月	ライドシェアサービス「グラブカー」を開始
	12月	ソフトバンク（当時）から2億5000万ドルを調達
2015年	4月	本社をシンガポールに移転
	7月	宅配サービス「グラブエクスプレス」を開始
2016年	1月	モバイル決済サービス「グラブペイ」を開始
	5月	フードデリバリー「グラブフード」を開始
	12月	相乗りサービス「グラブシェア」を開始
2018年	3月	ウーバーの東南アジア事業を買収
	7月	トヨタ自動車、米マイクロソフト、ヤマハ発動機、ソフトバンクビジョンファンドなどから45億ドルを調達
	9月	食料品の配達サービス「グラブフレッシュ」を開始
2019年	3月	ソフトバンクビジョンファンドから14億6000万ドルを調達
	4月	ホテル予約や映画チケットの購入などの新サービスを発表

LAUNCHED IN THAILAND

この記事は会員限定記事です

テラモーターズ、タイにEV充電器　24年に1000基目標

アジアBiz ＋フォローする

2023年12月19日 17:00 [会員限定記事]

保存

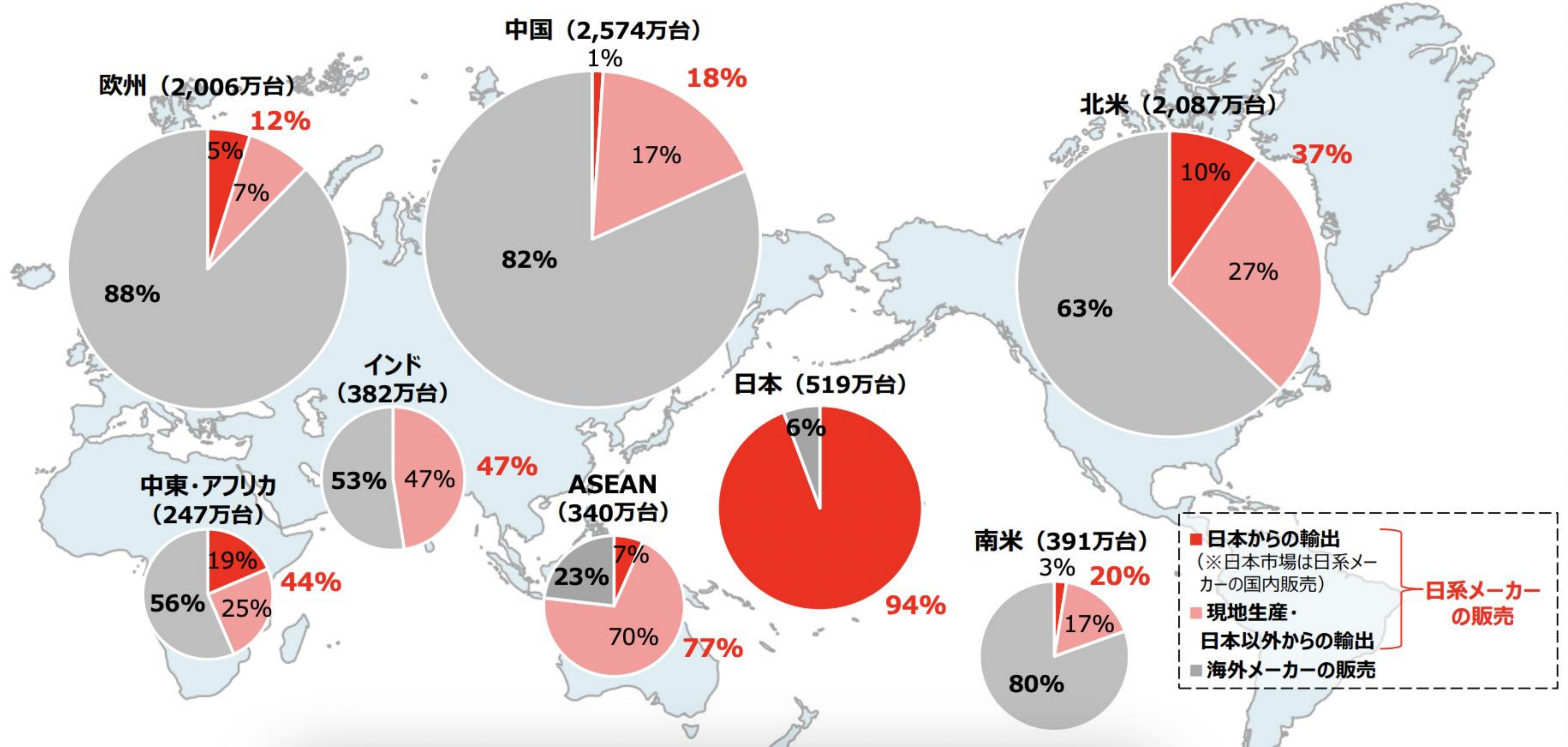
【バンコク=赤間建哉】電気自動車（EV）の充電器事業を手がけるテラモーターズ（東京・港）はタイに参入する。第1弾として充電器を12月末に首都バンコクに設置する。タイでは急速にEV販売が増えており、2024年夏ごろまでに同国内の設置を1000基程度まで増やす方針だ。

国内企業では初参入となる。充電器の設置コストは1基あたり数十万円といい、同社が投資する。充電器の利用に必要なアプリなどソフトウエアは...

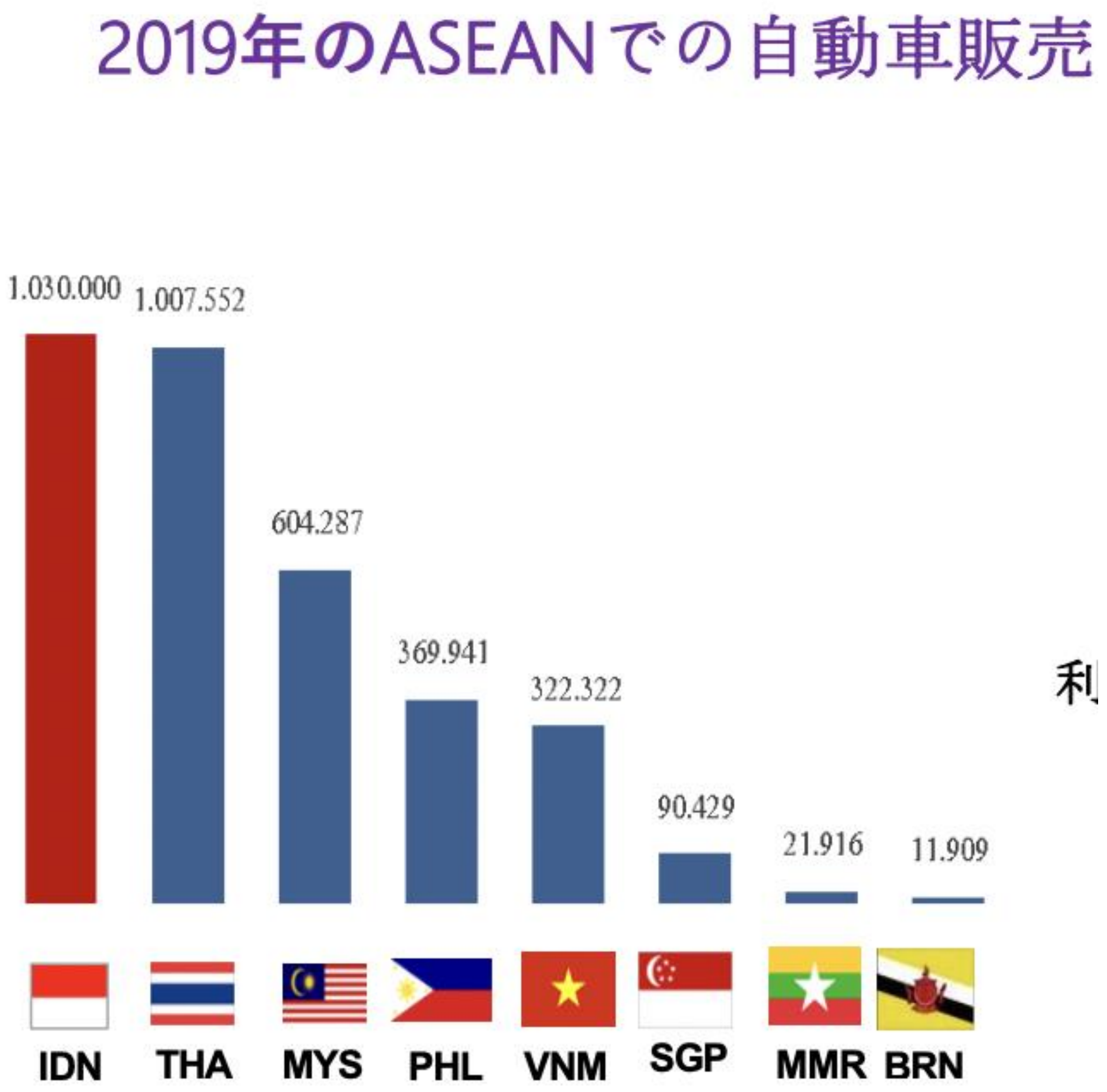
世界における東南アジアの自動車産業

世界の主要市場における自動車販売台数

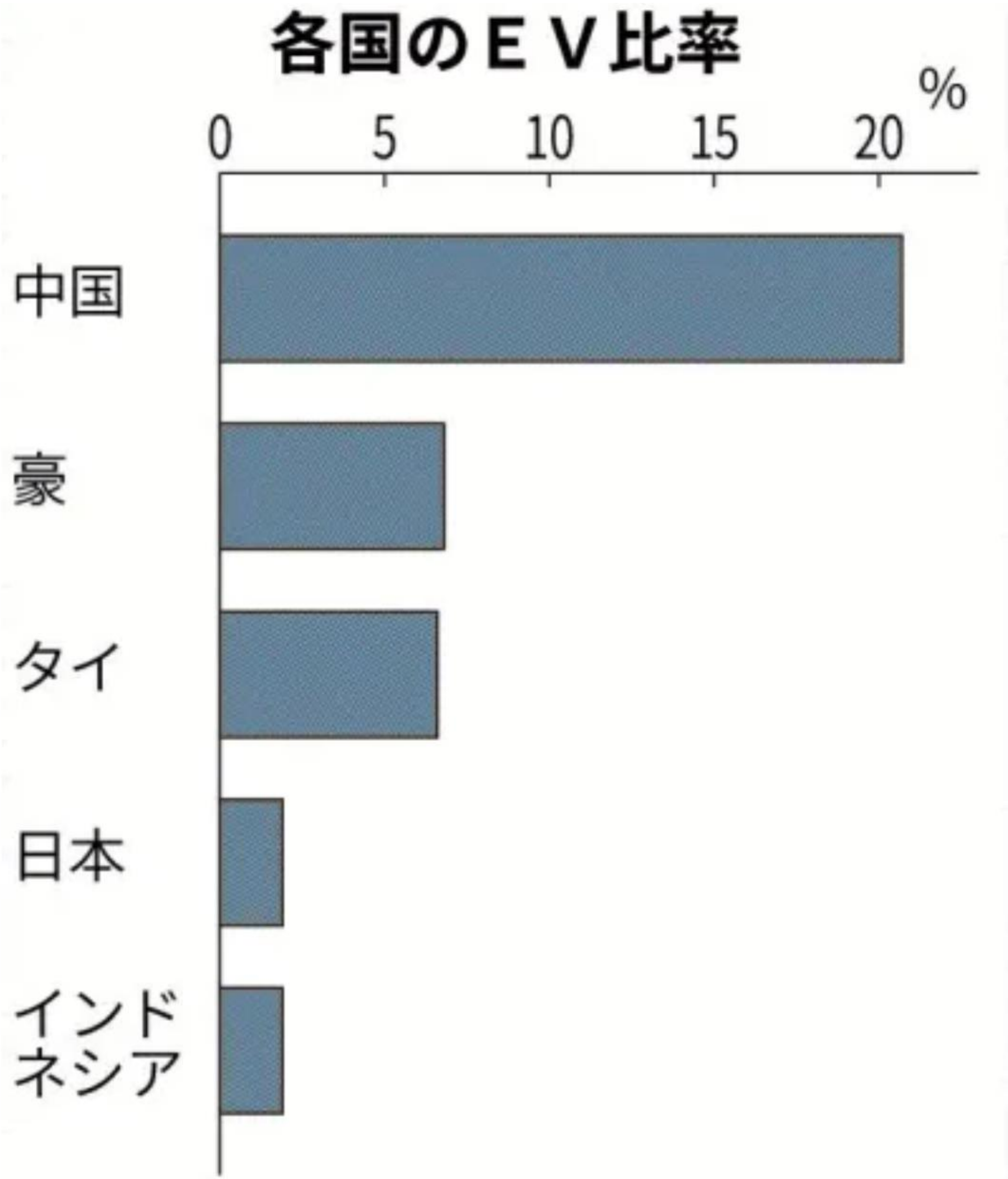
- 世界の主要市場の自動車販売台数をみると、市場規模が大きいのは、中国（約2,500万台）、米国・欧州（約2,000万台）。
- 我が国市場は、約500万台。ASEAN・インドを合わせたアジア市場は約1,200万台。



東南アジアにおけるタイの自動車産業



タイのEV比率



（出所）マークラインズ、５月時点

顧客価値

①車体価格：ガソリン車 > EV車

②維持費：ガソリン価格：電気代（５：１）

Market in Thailand ：EV ratio over 29% as of 122023



About Terra Charge (Thailand)

TERRA MOTORS

Company Profile

- **Foundation**: October, 2023
- **Representative**: Go Suzuki (Managing Director)
- **Address**: Bhiraj Tower at BITEC Floor 23rd, 4345 Sukhumvit Road, Bangna
- **Business**: EV-Charging Infrastructure
- **Employee**: 20 (As of Feb 2024)

Terra Charge (Thailand)



TURNKEY SOLUTION

"We provides one-stop-service for EV charging station business"

1

EV Chargers come in various power ranges

2

EV Installation service

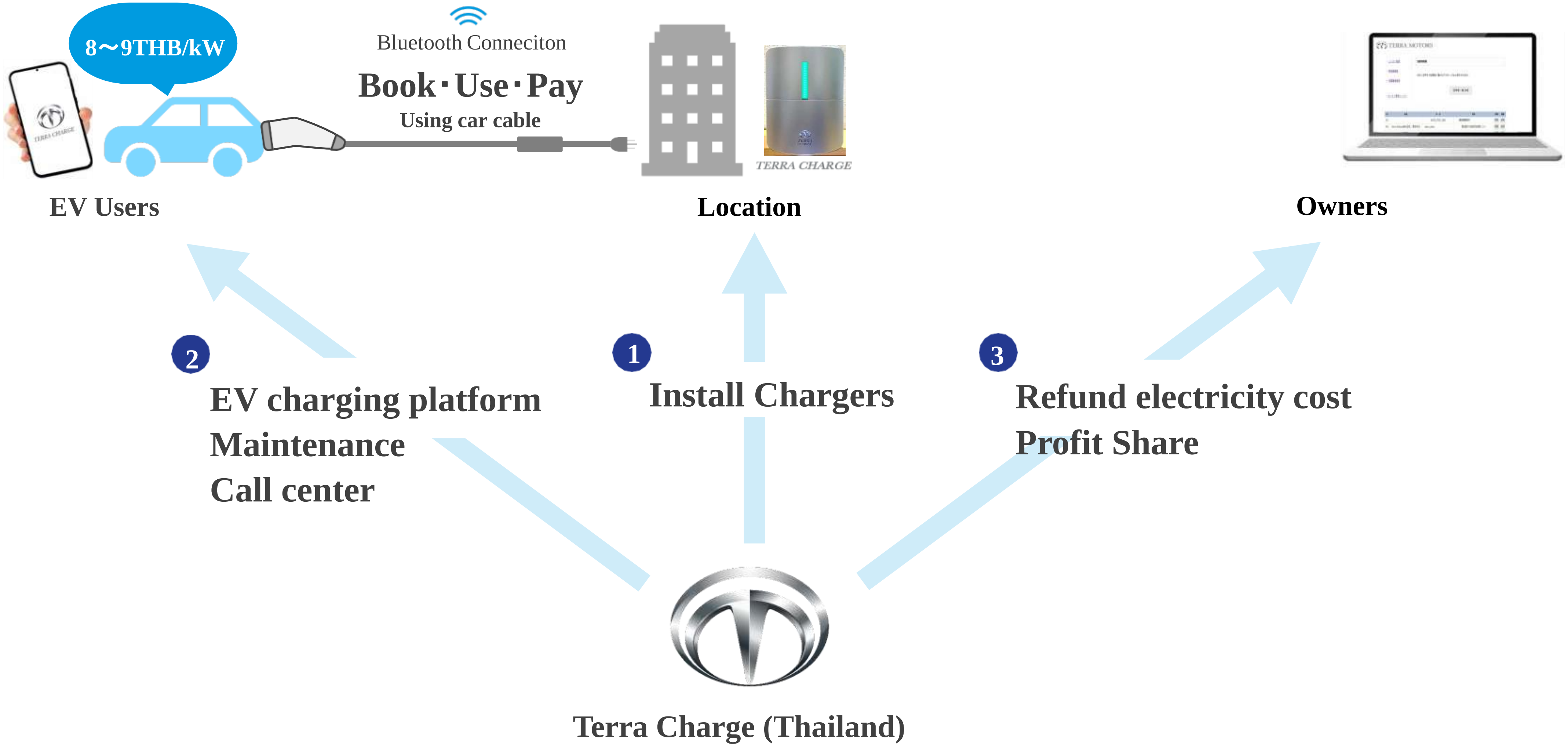
3

EV Charging application and maintenance

4

Monthly report

WORKFLOW



8～9THB/kW
Bluetooth Conneciton
Book･Use･Pay
Using car cable
TERRA CHARGE
EV Users
Location
Owners
2
EV charging platform
Maintenance
Call center
1
Install Chargers
3
Refund electricity cost
Profit Share
Terra Charge (Thailand)

REFERENCE PROJECT



River Heaven Condo

Type 2 with 2 chargers 22 kW



Siri Preuk Place

Type 2 with 1 chargers 22 kW



Hawaii Tower

Type 2 with 2 chargers 22 kW



Casa Condo

Type 2 with 2 chargers 22 kW



Supalai City Home Rattanathibet

Type 2 with 1 chargers 22 kW



Lumpini Ville Park Beach Jomtien

Type 2 with 2 chargers 22 kW



The 88 Condo Hua Hin

Type 2 with 2 chargers 22 kW



Baan Nub Kluen

Type 2 with 2 chargers 22 kW



Loyal Garden Tower Condo

Type 2 with 4 chargers 22 kW



My Style Hua Hin 102

Type 2 with 2 chargers 22 kW



The Trust Hua Hin

Type 2 with 2 chargers 22 kW



The Trust Ngamwongwan

Type 2 with 2 chargers 22 kW



Lumpini Ville Naklua

Type 2 with 2 chargers 22 kW



Lumpini Place Ramintra

Type 2 with 3 chargers 22 kW



Sathorn Garden

Type 2 with 3 chargers 22 kW



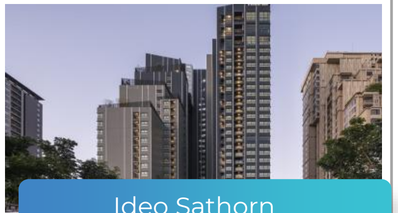
The Parkland Ratchada

Type 2 with 2 chargers 22 kW



Wela Ramkhamhaeng

Type 2 with 1 chargers 22 kW



Ideo Sathorn

Type 2 with 2 chargers 22 kW



BTS Resindence

Type 2 with 3 chargers 22 kW

MAIN FEATURES





Easy to charge developed
By in house engineers

Fast to repair
By in house engineers

Reliable to use
By call center 24/7

APPLICATION AND BACKEND

Real-time charging status updates

Conveniently monitor your charging in real-time and checking charger status through app.

Seamless navigation to nearest

Making it simple to find and reach nearest charging points wherever you go

User-Friendly Interface

We designed for simplicity, making the entire charging process straightforward and accessible

Secure user authentication

Employing secure user authentication protocols, our app prioritizes the protection of your personal information

" Your EV's best mate! "

Drive with delight, charging made easy



Terra Charger

Download on the App Store

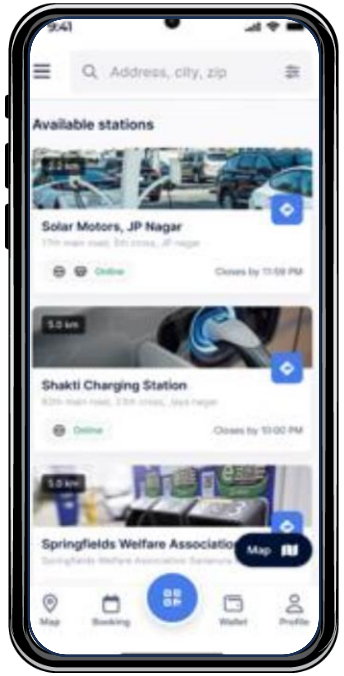
GET IT ON Google Play

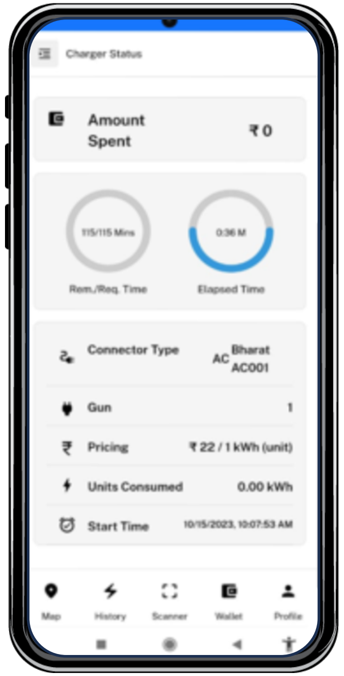
TERRA CHARGER APP

"Drive Smart, Charge Smooth"









1. Choose station

2. Choose charger.
Press 'Start charge'

3. Press 'Stop charge'

4. Charging summary

BACKEND MANAGEMENT

Data Analytics

Utilize backend analytics for informed decision-making on charging patterns, user behavior, and station usage.

Remote Diagnostics

Proactively address technical issues through remote diagnostics, ensuring a seamless charging experience and reducing downtime.



Dynamic Pricing

Implement backend algorithms for adaptive charging rates based on demand, time, and energy costs, optimizing revenue streams dynamically.

Custom Reporting

Provide customizable reporting tools on the backend, allowing stakeholders to generate detailed reports on usage, revenue, and performance metrics.

Security Enhancements

Strengthen backend security protocols to safeguard user data, financial transactions, and overall infrastructure integrity

EV CHARGER

AC/DC Charger



22 kW

The Terra AC wallbox is the best value charger on the market. It delivers the exceptional quality expected from the world leader in charging in a cost effective solution.

- Space-saving and easy-to-install design
- Smart functionality for optimized charging
- Remote software updates
- Broad range of connectivity options
- Built-in energy meter for load management

"We offer a versatile range of EV chargers, tailored for any location - residential, office, Commercial, public"



Maintenance and Call center

Nationwide In-House Engineering team

- ERC, MEA, and PEA installation standard
- Electricians with specialized installation training

Plan and design charging stations strategically, consideration factors like accessibility, power capacity, and user convenience

After-Sale Service

- Yearly maintenance support
- 24/7 Customer support for EV user and owner
- User education and training program
- Promoting a location effectively involves an online strategy.

Let us tell you more about the amazing things we do.

Terra Charge



Terra Charge

Japan's No.1 EV Charging service.

Welcome to Terra Charge, a leading innovator in electric vehicle charging solutions, committed to powering sustainable mobility with cutting-edge technology and seamless user experiences.